



BAY AREA
AIR QUALITY
MANAGEMENT
DISTRICT

BOARD OF DIRECTORS
PUBLIC OUTREACH COMMITTEE

COMMITTEE MEMBERS

JULIA MILLER – CHAIRPERSON
ROBERTA COOPER
TIM SMITH
MARLAND TOWNSEND
BRAD WAGENKNECHT

MARK ROSS - VICE CHAIRPERSON
SCOTT HAGGERTY
PAMELA TORLIATT
GAYLE UILKEMA

MONDAY
DECEMBER 9, 2002
10:00 A.M.

FOURTH FLOOR CONFERENCE ROOM
DISTRICT OFFICES

AGENDA

1. **CALL TO ORDER - ROLL CALL**
2. **PUBLIC COMMENT PERIOD** *(Public Comment on Non-Agenda Items Pursuant to Government Code § 54954.3) Members of the public are afforded the opportunity to speak on any agenda item. All agendas for regular meetings are posted at District headquarters, 939 Ellis Street, San Francisco, CA, at least 72 hours in advance of a regular meeting. At the beginning of the regular meeting agenda, an opportunity is also provided for the public to speak on any subject within the Committee's subject matter jurisdiction. Speakers will be limited to five (5) minutes each.*
3. **APPROVAL OF MINUTES OF OCTOBER 7, 2002**
4. **UPDATE - WOODSMOKE OUTREACH – 2002/03**

T. Lee/4905
tlee@baaqmd.gov

Update on the 2002/03 wintertime outreach program.
5. **REQUEST FOR QUOTES (RFQ)**

T. Lee/4905
tlee@baaqmd.gov

Staff will discuss the responses received to the RFQ for a Traveling Air Quality Educational Program for youth.
6. **ENVIRONMENTAL JUSTICE AND SPARE THE AIR RESOURCE TEAM HIGHLIGHTS**

T. Lee/4905
tlee@baaqmd.gov

The consultant will update the Committee on recent activities of the resource teams.
7. **STAFF WILL REVIEW A REFERRAL FROM THE BOARD OF DIRECTORS FOR CONSIDERATION OF PERSONALIZED VERSIONS OF AIR CURRENTS**

T. Lee/4905
tlee@baaqmd.gov

The Committee will consider directing staff to prepare personalized versions of Air Currents.
8. **COMMITTEE MEMBER COMMENTS/OTHER BUSINESS**

Any member of the Committee, or its staff, on his or her own initiative or in response to questions posed by the public, may; ask a question for clarification, make a brief announcement or report on his or her own activities, provide a reference to staff regarding factual information, request staff to report back at a subsequent meeting concerning any matter or take action to direct staff to place a matter of business on a future agenda. (Gov't Code § 54954.2)

9. **TIME AND PLACE OF NEXT MEETING: 10:00 a.m., FEBRUARY 10, 2003, 939 Ellis Street, San Francisco, CA.**
10. **ADJOURNMENT**

BAY AREA AIR QUALITY MANAGEMENT DISTRICT
Memorandum

To: Chairperson Miller and
Members of the Public Outreach Committee

From: Teresa Lee
Director of Public Information & Outreach

Date: November 25, 2002

Re: Update - Woodburning Outreach 2002/03

RECOMMENDED ACTION

Receive and file.

BACKGROUND

Update on the 2002/03 wintertime outreach program.

DISCUSSION

The Air District began its wintertime outreach program on November 19, 2002 with a press release focused on curtailing wood burning in fireplaces and wood stoves and driving less. The following is an update of activities:

Radio Advertising:

The winter advertising campaign includes radio spots on KGO, KCBS and KKSF in English, KVTO in Cantonese, and KBRG in Spanish. The spots will air from late November through the week of January 20.

In devising the radio plan, the consultant (Swirl) examined all Bay Area radio stations. KGO has been the #1 station in the Bay Area for over 20 years and its strength filters into the individual communities - it continues to be one of the most effective vehicles to reach the entire Bay Area, including the Tri-Valley area. KKSF will reach a slightly more affluent and older audience. All of the stations purchased also provide relevant format and are natural "fits" for our message.

Swirl is also undertaking an in-depth research program to ascertain what communities have historically burned the most wood and where resident complaints originate. Once the information is available, we can get into these communities to disseminate the woodburning message.

In addition, we are launching an email campaign with the Bay Area Chapter of the Sierra Club in early December.

Partnerships

- Mailings of woodburning materials are underway to schools, fire departments and community centers.

AGENDA NO. 4

- All of the Spare the Air employers (2,000 +) have also received a final “Report Card” for the summer program and an invitation to dispense Woodburning Handbooks to their employees.
- The American Lung Association is collaborating on a woodsmoke related bookmark in Spanish and English to be distributed to community centers and medical facilities.
- Partnered with the City of San Francisco to design and install a banner on Treasure Island with a Spare the Air Tonight message (don’t burn wood/drive less). The banner is expected to be installed in early December.

Model Woodsmoke Ordinance

A packet of information on the woodsmoke ordinance will be sent to all cities and counties that have not adopted the ordinance. Santa Clara County and Marin County continue to consider the ordinance. Contact has been made with the mayors of Oakland and El Cerrito regarding adopting the ordinance. Staff is following up with these mayors. A current list of cities and counties that have adopted the ordinance is attached.

BUDGET CONSIDERATIONS/FINANCIAL IMPACT

Funding has been allocated for these activities in FY 2002/2003 budget.

Respectfully submitted,

Teresa Lee
Director of Public Information and Outreach

Prepared by: Teresa Lee
Reviewed by: Peter Hess

FORWARDED: _____

Communities with Local Wood Smoke Ordinances

December 1, 2002

	Adopted	New Constructio n	Remodel s	Masonry Fireplaces exempt	Advisory Spare the Air	Prohibits conversion of gas appliances
BAAQMD Model	Dec 98	✓	✓		✓* mandatory	✓
<i>Berkeley</i>	Dec 01	✓	✓			
Dublin	July 99	✓	✓			
Foster City	Feb 01	✓		✓		
Fremont	July 02	✓	✓		✓*	✓
Livermore	Mar 02	✓		✓	✓	✓
Los Altos	Sept 01	✓				
Los Gatos	Dec 92	✓	✓		✓*	
Menlo Park	Feb 02	✓	✓			✓
Milpitas	Dec 01	✓	✓	✓		✓
Moraga	Aug 01	✓		✓		
Morgan Hill	Dec 00	✓		✓		
Mountain View	Feb 02	✓	✓			✓
Palo Alto	May 00	✓	✓			
Petaluma	Apr 92	✓	✓			
San Francisco	Dec 01	✓				
San Jose	June 00	✓	✓			✓
Santa Clara	May 02	✓	✓			
Santa Rosa	June 02	✓		✓		✓
Saratoga	Dec 98	✓				
Sunnyvale	June 01	✓		✓		✓
Union City	Apr 99	✓	✓		✓*	✓
Windsor	Feb 02	✓	✓	✓		✓
COUNTIES						
Alameda Co.	Mar 01	✓		✓		
Contra Costa Co.	Nov 00	✓	✓		✓	✓
San Francisco	Dec 01	✓				3
San Mateo Co.	Dec 00	✓		✓		

BAY AREA AIR QUALITY MANAGEMENT DISTRICT
Memorandum

To: Chairperson Miller and
Members of the Public Outreach Committee

From: Teresa Lee
Director of Public Information & Outreach

Date: November 26, 2002

Re: Request for Quotes (RFQ) for Traveling Air Quality Educational Program

RECOMMENDED ACTION

Forward to the Budget and Finance Committee for their recommendation in proceeding in this fiscal year or next fiscal year.

BACKGROUND

The Committee directed staff to release a Request for Quotes (RFQ) to research the costs and feasibility of developing a mobile children's educational program that would be brought to elementary schools via a special truck.

DISCUSSION

There were five responses to the RFQ. The following is a summary and staff comments.

1) Communications West

Summary of Proposal:

- research existing air quality educational programs to determine what is currently available
- investigate companies and organizations that develop and deliver educational programs, possibly with a clean-fueled truck and determine the costs and feasibility based on a practical scenario
- present a cost analysis for delivering the staged educational programs
- research the acceptance and potential success of this type of program in Bay Area elementary schools
- include in the cost analysis the liability insurance and other costs related to the production and on-going delivery of this type of program
- Estimated time for completion of the project would be approximately three months.

Cost Estimate Proposed : \$19,500 - Proposed Hours Needed: 100

Staff comments: Communications West is presently under contract with the Air District for the youth component of our outreach program. They have strong experience in doing comprehensive research, interacting with educators and working with Air District staff. They had a good understanding of the scope of the project and have done related work in the past.

2) Ann Hill Communications

Summary of Proposal:

- research other air districts, the State Department of Education, educational specialists and societies, museums and other organizations nationwide, including the American Museum of Natural History's Movable Museum Program, The Maritime Aquarium and the Franklin Institute Traveling Science Shows.
- secure samples of existing programs and educational materials currently being utilized in such programs
- audit companies or organizations that develop, deliver and sponsor these programs
- develop a comprehensive resource list
- create a list of potential sponsors
- survey Bay Area elementary school principals to determine how to best make the programs available
- total cost would include personnel, educational materials, outfitting a truck or bus with interactive displays, liability insurance and other associated costs.

Cost Estimate Proposed : \$31,000.00 Proposed Hours Needed: 310 hours

Staff comments: the proposal indicates that the respondent has a very good grasp of the needs of the project. Ann Hill has worked extensively with another RFQ respondent on geo-thermal educational projects. An associate included in the proposal has had educational project experience. The respondent has extensive public relations and marketing experience. Project tasks and associated costs described represent a solid research plan to meet our needs. Time allotted to complete the project is high, consequently proposal cost is high.

3) Sun Power & Geothermal Energy

Summary of Proposal

- develop a children's educational program about renewable energy and how it helps to clean the air
- would use a towed trailer about solar and wind power as clean power.

Cost estimate proposed: \$338,958.00; annual operating costs of \$250,000; research hours: 2080

Staff comments: This proposal is not what was asked for in the RFQ but rather would be for a final project. The information does, however, provide information on the cost of a comparable and already completed project using a CNG truck. Also, while geo-thermal energy is good for air quality, it doesn't tell the story of air quality as requested in the RFQ. Sun Power has experience in putting together educational program but only in the energy area.

4) Environmental and Occupational Risk Management

Summary of Proposal:

- research existing air quality educational programs to determine what is currently available
- investigate companies and organizations that develop and deliver an educational program, possibly by clean-fueled truck
- determine costs based on a practical scenario

AGENDA NO. 5

- present a cost analysis for delivering the staged educational programs
- research the acceptance and potential success of this type of program in Bay Area elementary schools
- cost analysis will include liability insurance and other costs related to the production and on-going delivery of this type of program.

Cost Estimate Proposed \$7,710.00; Proposed Hours Needed: 70

Staff comments: There is no methodology or any indication of how the project will be carried out. The amount of time allotted for each section indicates that the bidder did not have a full understanding of the elements involved. The bidder does have training experience, however, it is not in the elementary education area—which requires a different mindset for designing programs. There is also no evidence of experience in knowing how these programs are designed and introduced to school systems, although one of the bidders has experience as an air quality inspector.

5) The Alameda Group

Summary of Proposal:

- research this project using the internet, journals and news articles as well as personal interviews with Air District representatives and companies and organizations that produce educational programs
- determine the related costs and seek the availability of grants—using Chevron, Ford and Honda as examples.
- proposes to conduct interviews with Bay Area educators
- determine insurance and related liability costs by using previous relationships with insurance trade associations.

Cost Estimate Proposed : \$22,500 Proposed Hours Needed: 250

Staff comments: Bidder does not appear to not have a firm grasp of the project: their methodology is vague. While the bidder has worked with some educational entities, the projects mentioned are for graphic design. There is no educational expertise exhibited. The bidders credentials are mainly in the areas of graphic design, public relations, marketing and advertising. Overall methodology is vague and cost estimates are weak.

BUDGET CONSIDERATIONS/FINANCIAL IMPACT

Funding for the RFQ is not included in this year's budget. Funding for the completed project is not determined, but could range in the \$300,000 to \$500,000 range. On going costs for maintenance, insurance and a driver/public relations staff person are also not determined.

Respectfully submitted,

Teresa Lee
Director of Public Information and Outreach

Prepared by: Lucia Libretti

Reviewed by: Teresa Lee

FORWARDED: _____

BAY AREA AIR QUALITY MANAGEMENT DISTRICT
Memorandum

To: Chairperson Miller and
Members of the Public Outreach Committee

From: Teresa Lee
Director of Public Information & Outreach

Date: November 21, 2002

Re: Environmental Justice and Spare the Air Resource Teams

RECOMMENDED ACTION:

Receive and file.

BACKGROUND

The consultant will update the committee on environmental justice and resource teams activities.

DISCUSSION

Community Focus has been under contract with the District to facilitate three resource teams in environmental justice areas of the Bay Area (Contra Costa and San Francisco counties and East Palo Alto.) Community Focus has been meeting with leaders and groups in the community and will give an update on recent activities, including facilitating sessions on the District's complaint process. In addition, Community Focus will give an update on the ongoing work of the Tri-Valley and Marin/Sonoma resource teams. The Tri-Valley team has recently completed a commuter choice tax benefit education piece and the Marin-Sonoma team recently supported the opening of a new HOV lane in Sonoma County.

Respectfully submitted,

Teresa Lee
Director of Public Information & Outreach

Prepared by: Teresa Lee
Reviewed by: Peter Hess

FORWARDED: _____

Report on Spare the Air Resource Team Activities

Santa Clara Valley:

The Santa Clara resource team met on Oct. 21. Guest speakers included Air District Board Chair Randy Attaway and Board member Julia Miller. The team brainstormed potential ideas for the team's next project and members are currently researching possibilities.

Marin/Sonoma:

The Marin/Sonoma resource team participated in a CalTrans sponsored HOV lane ribbon cutting event in Sonoma County in November along with Board members Pam Torliatt and Tim Smith. The ten participating resource team members wore Spare the Air baseball caps and held a banner that said "Spare the Air, Rideshare" (and listed the team's name as well as the BAAQMD and STA logos) during the ribbon cutting portion of the event with the press. The team will be picking a new project at their next meeting.

San Francisco/San Mateo:

San Francisco/San Mateo resource team met on Oct. 9th. They are contemplating their next project and had a number of speakers at the meeting to learn more about possible projects. Speakers included Greg Stempson from the Presidio Trust, Bill Zeller from PG&E, James Paxson from Tri-Valley Resource Team, and Luna Salaver from BAAQMD. The team is interested in getting a banner hung over Treasure Island promoting Woodsmoke pollution awareness. The group also decided to grant matching funds to the Presidio for a transportation information kiosk.

Tri-Valley:

The Tri-Valley resource team met October 24 and November 13. Their Commuter Choice Tax Benefits education piece is complete. Celia Webb from Fleishman-Hillard joined the team in October to provide marketing and PR strategy. The team is working closely with Board member Scott Haggerty and his staff on a promotional event that is tentatively slated to take place in January 2003. Team members have created an extensive distribution list for the education piece and are actively promoting the document and it's message.

East Bay:

A first meeting for Southern Alameda County based employers and community groups is scheduled for December 11.

Napa/Solano:

Board member Brad Wagenknecht is supporting efforts to reach out to Napa based employers and community groups in an effort to create a Napa focused resource team. Resource team members based in Solano County continue to network on transportation alternative related issues, but are on hiatus at this time while recruiting energy is focused on Napa.

BAY AREA AIR QUALITY MANAGEMENT DISTRICT
Memorandum

To: Chairperson Miller and
Members of the Public Outreach Committee

From: Teresa Lee
Director of Public Information & Outreach

Date: November 25, 2002

Re: Referral from the Board of Directors regarding personalized versions of
Air Currents

RECOMMENDED ACTION:

Informational

BACKGROUND

The Committee will consider directing staff to prepare personalized versions of *Air Currents*. This item is a referral from the Board of Directors.

DISCUSSION

Metropolitan Transportation Commission (MTC) staff prepare bi-monthly or quarterly "MTC Reports" for their commissioners featuring transportation related news items. While some of the information is generic to the Bay Area, the newsletters are also customized to reflect localized activities of interest. Some of the information is derived from the MTC publication *Transactions*, with additional facts inserted for each region. *MTC Reports* are written by a Public Information Officer, and then reviewed by two managers. Graphics are also inserted, as well as pictures and contact information for the commissioner(s) who have requested the customized reports (13 out of 16 commissioners). *MTC Reports* are then printed in small quantities not to exceed 200 for each commissioner as per Fair Political Practice Commission rules. The *Reports* are either mailed with a list supplied by a commissioner or distributed by the commissioners themselves.

BUDGET CONSIDERATION/FINANCIAL IMPACT

Based on the MTC experience, it is estimated that the cost for this project is 1/3 of a public information officer (approximately \$25,000 yearly) and \$15,000 to \$20,000 yearly for printing and distribution.

Respectfully submitted,

Teresa Lee
Director of Public Information & Outreach

Prepared by: Teresa Lee
Reviewed by: Peter Hess

FORWARDED: _____